

## ABSTRACT OF THE DISCLOSURE

A system and method for ordering and purchasing eyeglasses remotely via a network includes a user access unit, an eyeglass ordering and marketing service center, and a network that connects therebetween. The network eyeglass ordering and marketing system includes an eyeglass frame selection unit for selecting eyeglass frames from among a plurality of eyeglass frames in response to user input, a display generator for creating and displaying information concerning eyeglass frames, a vision test unit for testing the vision of the network user, and an eyeglass lens selection unit for selecting lenses from among a plurality of eyeglass lenses in response to user input. The system also includes an eyeglass ordering and marketing processor wherein the frame selection unit, the vision test unit, and the lens selection unit carry out a vision test in response to the requirements of the user. Appropriate eyeglass frames and eyeglass lenses are determined which best fit the user. The user is provided with information concerning ordering and marketing and an eyeglass purchase contract is concluded with the user. The system also includes a display information creating unit for creating information concerning eyeglass frames in cooperation with or independently of the frame selection unit and/or the eyeglass ordering and marketing processor to transmit the eyeglass frame information to the user.